

## Electronic Patent Application Fee Transmittal

|                                                         |                                      |                 |               |                             |
|---------------------------------------------------------|--------------------------------------|-----------------|---------------|-----------------------------|
| <b>Application Number:</b>                              | 10530878                             |                 |               |                             |
| <b>Filing Date:</b>                                     | 11-Apr-2005                          |                 |               |                             |
| <b>Title of Invention:</b>                              | Targeted marketing for subscriptions |                 |               |                             |
| <b>First Named Inventor/Applicant Name:</b>             | Eric Holmen                          |                 |               |                             |
| <b>Filer:</b>                                           | Bruce Talbot Margulies               |                 |               |                             |
| <b>Attorney Docket Number:</b>                          | PIP132HOLM-US                        |                 |               |                             |
| Filed as Large Entity                                   |                                      |                 |               |                             |
| <b>U.S. National Stage under 35 USC 371 Filing Fees</b> |                                      |                 |               |                             |
| <b>Description</b>                                      | <b>Fee Code</b>                      | <b>Quantity</b> | <b>Amount</b> | <b>Sub-Total in USD(\$)</b> |
| <b>Basic Filing:</b>                                    |                                      |                 |               |                             |
| <b>Pages:</b>                                           |                                      |                 |               |                             |
| <b>Claims:</b>                                          |                                      |                 |               |                             |
| <b>Miscellaneous-Filing:</b>                            |                                      |                 |               |                             |
| <b>Petition:</b>                                        |                                      |                 |               |                             |
| <b>Patent-Appeals-and-Interference:</b>                 |                                      |                 |               |                             |
| Notice of appeal                                        | 1401                                 | 1               | 540           | 540                         |
| Filing a brief in support of an appeal                  | 1402                                 | 1               | 540           | 540                         |
| <b>Post-Allowance-and-Post-Issuance:</b>                |                                      |                 |               |                             |

| Description        | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|--------------------|----------|----------|--------|----------------------|
| Extension-of-Time: |          |          |        |                      |
| Miscellaneous:     |          |          |        |                      |
| Total in USD (\$)  |          |          |        | 1080                 |